## STATE OF HAWAII REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

STATE PROCUREMENT OFFICE STATE OF HAWAII

TO: Chief Procurement Officer

FROM: DOH/Community Health Division/Chronic Disease Management & Control Branch/
(Department/Division/Agency) Tobacco Prevention & Education Program

Pursuant to § 103D-102(b)(5), HRS, and Chapter 3-120, HAR, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

On-screen advertisement on tobacco and teens/youth smoking messages in Consolidated Theatre complexes: Victoria Ward 1-8, Victoria Ward 9-16, Kahala Mall 8, Koko Marina 1-4, Koko Marina 5-8, Kapolei 1-8, Kapolei 9-16, Pearlridge West 1-8, Pearlridge West 9-16, Mililani 1-7, Mililani 8-14, Koolau 1-4, Koolau 6-10, Kaahumanu 6, Kukui Mall 4, Keahou 7.

Name of Vendor:	Cost:	Term of Contract:
Screenvision Direct, Inc.	\$71 <b>,</b> 552.00	From: PE Approval Date
	i	To: 5/31/2005

Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:

Vendor is sole representative for Consolidated Theatres in Hawaii. Consolidated Theatres reach most of the target audience than the other two theater companies.

The vendor was not selected by the requestor, but is contracted by the theater to manage on-screen advertisement.

Details of the process or procedure to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:

There are no other vendors for this service.

SEE ATTACHMENT

A description of the agency's internal controls and approval requirements for the exempted	i procurement:
SEE ATTACHMENT	
SEE ATTACHMENT	
•	
	•
A list of agency personnel, by position title, who will be involved in the approval process a Julian Lipsher Program Coordinator	and administration of the contract:
Direct questions to:	Phone Number:
Jon Pantenburg	586-1428
This exemption should be considered for list of exemptions attached to Chapter 3-120, HA  I certify that the information provided above is to the best of my knowledge, true and	
Department/Agency Head  y Department/Agency Head  Date	
•	
Chief Procurement Officer's Comments:	
Please ensure adherence to applicable administrative requirements.	
Approved Denied Chief Procurement O	11 5/7/04 Date
cc: Administrator State Procurement Office	

SPO Form-7 (Rev. 6/98)

P.E. Number <u>04-34-M</u>

## **ATTACHMENT**

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Details of the process to be followed in selecting the vendor to ensure maximum, fair and open competition as practicable:

There are no other vendors for this service at the selected site.

Program Coordinator identifies the target consumer and the marketing modality (theatre on-screen advertisement).

Program Coordinator investigates the various sites' effectiveness in reaching the largest numbers of the target consumer.

Program Coordinator selects site(s) and works with the vendor (sole representative for a site) who contracts for on-screen advertisements.

Contract is negotiated with vendor.

Description of the agency's internal controls and approval requirements for the exempted procurement:

Program Coordinator

Selects sites and negotiated fees

Fiscal Office

Monitors billings for proper expenditures

## STATE OF HAWAII NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS

The Chief Procurement Officer is in the process of reviewing the request from the Departs	
CHD/ODMCB/TPEP for exemption from Chapter 103D, HRS, for the following goo	
On-screen advertisement on tobacco and teens/youth smoking	no meccapes in
Consolidated Theatre complexes: Victoria Ward 1-8, Victoria	
Mall 8, Koko Marina 1-4, Koko Marina 5-8, Kapolei 1-8, Kapolei 1-8, Pearlridge West 9-16, Mililani 1-7,	
	MIIIIaui 6-14, Kooiau
1-4, Koolau 6-10, Kaahumanu 6, Kukui Mall 4, Keahou 7.	
	•
Vondou	
Vendor: Screenvision Direct, Inc.	
Address: p 0 Rox 22905	
1.0. Box 22703	
Rochester, NY 14692	
Term of Contract: From: To:	Cost:
Term of Contract: From: To: PE Approval Date 5/31/2005	Cost: \$71,552.00
PE Approval Date 5/31/2005	
PE Approval Date 5/31/2005  Direct any inquiries to:	\$71,552.00
PE Approval Date 5/31/2005  Direct any inquiries to: Department: Health/Community Health Division/Chronic Disease	\$71,552.00
Direct any inquiries to:  Department: Health/Community Health Division/Chronic Disease Management & Control Branch/Tobacco Prevention	\$71,552.00
Direct any inquiries to:  Department: Health/Community Health Division/Chronic Disease  Management & Control Branch/Tobacco Prevention  Contact Name/Title: & Education Program	\$71,552.00
Direct any inquiries to: Department: Health/Community Health Division/Chronic Disease Management & Control Branch/Tobacco Prevention Contact Name/Title: & Education Program Julian Lipsher/Program Coordinator	\$71,552.00  Phone Number:
Direct any inquiries to: Department: Health/Community Health Division/Chronic Disease Management & Control Branch/Tobacco Prevention Contact Name/Title: & Education Program Julian Lipsher/Program Coordinator Address: 1250 Punchbowl St. Rm 217	\$71,552.00  Phone Number:
Direct any inquiries to: Department: Health/Community Health Division/Chronic Disease Management & Control Branch/Tobacco Prevention Contact Name/Title: & Education Program Julian Lipsher/Program Coordinator	\$71,552.00  Phone Number: 586-4662  Fax Number:
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